BIG FAKE EP 1 Transcript

Smoking or Nah• 25:36

Vale 00:00
Hey, I'm Vale.

Brigid 00:01
And I'm Brigid

Brigid & Vale 00:02
and welcome to the big fake podcast.

Vale 00:06
Hey, Brigid. Yeah. Are you big fake?

Brigid 00:11
What?

Vale 00:14
How do you not know? It's literally what our podcast is about. Anyways, it's basically faking things like, are you big fake? Or are you being real?

Brigid 00:25
Okay, I think I get it. It's people who do things just to look cool. Even if they don't actually like it.

Vale 00:32
Basically.It's like when people walk around and they look like a Pinterest board.

Brigid 00:37
Oh my god, how aesthetic

Vale 00:39
Our podcast is literally about aesthetics.

Brigid 00:43
I really should start listening to you when you speak, shouldn't I? But Vale what? Even is an aesthetic?

Vale 00:51
Do I have to do everything for you? Look it up.

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Brigid 00:54
Fine. Okay, well, let's see. Britannica says it's the philosophical study of beauty and taste.Vale. I do not remember signing up for doing a podcast on anything philosophical.

Vale 01:11
I mean, like, neither have I. But that's the scholarly definition. I think we should make up our own big fake definition of what aesthetic is.

Brigid 01:20
Honestly, God is a phenomenal, brilliant masterpiece idea.

Vale 01:25
I mean, of course, it came from me. aesthetic is essentially romanticizing your day to day life. For example, think college car, the lace, the friendliness of it all and the rustic biomes that you get from it.

Brigid 01:38
You know, that's a great definition. Love it. It's amazing. Let's stop,

Brigid & Vale 01:44
Just stop just stop.

Brigid 01:48
And let's get into the episode. Let's just jump into today's episode.

Vale 01:53
Let's just dive headfirst belly flop into this episode. To smoke or not to smoke. That is the question. It's not actually a question.

Brigid 02:05
It's more just what we're going to talk about. Vale. What do you think of when you think of the smoking aesthetic? Like what comes to mind? Close your eyes? And tell me.

Vale 02:17
Think of Lily Rose Depp. And for those who don't know, I need you to go to Pinterest and just put Lily Rose stop and you totally got it. But think of Lily Rose Depp sitting on a fire escape in New York. The cigarettes stained with red lipstick while she's listening to Lana Del Rey.

Brigid 02:38
Stunning.

Vale 02:39
Yeah.

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Brigid 02:40
When it comes to the smoking aesthetic. There are so many photos that will come to mind when we're talking about it. And a lot of those come from pop culture and especially movies. Because of how big smoking and cigarettes has been to pop culture and to media.

Vale 03:02
Like for example, Audrey Hepburn as Holly Golightly in Breakfast at Tiffany's. Emma Stone as Grace Faraday in Gangster Squad, or Leo DiCaprio in Romeo and Juliet like gangster like he's just there after like, no kills off a couple of Juliet's cousins and just puffs puffs it away.

Brigid 03:21
Yes. And now let's add one of my favorite not a movie example. But a TV example. Yeah, you know, Cillian Murphy in Peaky Blinders. Absolutely gorgeous those slow walk with the trench coat and the peaky hat with his cigarette. Also the fact that he will light his cigarettes in season one and two with a matchbook. Just a match. It's gorgeous

Vale 03:51
an aesthetic king

Brigid 03:52
beautiful. It shouldn't be a surprise that so many examples will come up when talking about movies and TV shows. So let's bring some data to this because we are journalists.

Vale 04:06
We are and you know, as Little Timmy Tim Tim used to say let's bring in some statistics.

Brigid 04:14
Love it. Okay, so according to a 2019 report by the Ontario tobacco Research Unit, on screen Smoking will encourage 185,000 185,000 People 17 and younger to become smokers. Okay, and even those, though, those are kind of old statistics. 2019 We're now in 2020.

Vale 04:40
Two

Brigid 04:41
We're now in 2022. Oh my God, those are 2019 statistics. We're in 2022. Those are still crazy numbers. 185,000 and I wouldn't be surprised if those numbers have gone up. Amen.

Vale 05:00
And like, You're 17 What did we what did we have at 17? Like what TikTok wasn't even a thing yet like it was kind of like, Oh, if you're doing it, you're a loser. So like, you know what I mean? So like, we have like, minimal exposure to, I guess compared to now, because now everyone's just overexposed.

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Brigid 05:16
Yeah, you're probably even seeing more people smoking. On screen when it comes, especially now with like Netflix releasing so many movies, so many TV shows every year, those numbers have definitely gone up. So 185,000 is what they reported. 2019.

Vale 05:33
Who knows? God only knows

Brigid 05:34
God only knows.

Vale 05:36
And if that many people can be encouraged to smoke, just because they see it in movies, not just movies, TV shows, music videos, anything they see their favorite rapper doing it. I'm gonna do it, too. You know what I mean? It shouldn't be a surprise that a 2020 CDC report states that 1600 youths will try their first cigarette each day,

Brigid 05:55
Guys, that is one day 1600

Brigid & Vale 05:58
In one day,

Vale 05:59
And in a whole year. It is

Brigid 06:02
365 days.

Vale 06:04
584,000. That's more that's literally 84,000 More than half a million.

Brigid 06:10
That's ridiculous. Like, those numbers are crazy. And I'm so happy that you brought up music videos, because so did our next speaker. We had the pleasure of interviewing the amazing Dr. Sarah Dermody, who is a psychologist with an expertise in tobacco usage. And you're going to hear from her in just a few seconds. I just, she's amazing.

Vale 06:34
We asked her why people are drawn to tobacco and what psychological aspects there are to tobacco use, let's have a listen.

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Dr. Sarah Dermody 06:41
Oftentimes place you know, based on what we see in research is that when people first try a cigarette, they don't like it, like taste bad. It's not uncommon to feel nauseated, like from the nicotine and from the smoke. I've actually known, personally, people who have even thrown up the first time they've smoked, but they go back and do it again. So that really goes counter to a lot of what we understand in psychology that we tend to do behaviors that we like, right, but when it comes to like, first trying smoking, typically like the cigarette itself, there isn't a lot of liking involved. So then that raises the question, then yeah, why? Or why are you trying it? And why after they try it? And it tastes bad? Why do they keep doing it and the peer influences and like the social kind of capital that comes with smoking, I think it's an important factor for people as they first begin to smoke.

Brigid 07:38
So would you say that like that social impact is what really draws young individuals to tobacco? Or is there like another kind of aspect of like, what draws people to this substance?

Dr. Sarah Dermody 07:50
When youth are first trying cigarettes? I think it is really, you know, like, yeah, the peer influence and the expectations about how they'll be perceived when they smoke, and like mental health can could play a role. And that might be maybe even an indirect role. For example, we know that certain marginalized groups have higher cigarette smoking rates than non marginalized groups. So for instance, people who are part of the LGBTQ community tend to smoke cigarettes at higher rates, and cisgender and heterosexual individuals, there's a couple of explanations for that. One, is that actually, the tobacco industry specifically targets those groups, they have ads that specifically target those groups, to encourage them to smoke. So that's another factor there. It's like, you know, tobacco industry advertising to youth and specific marginalized groups. But also the idea of being that when when certain minoritized groups are kind of ostracized by the majority groups, that can put them at risk for doing like substance using behavior, either to cope with that negative experience, or in some ways people have talked about it as almost kind of like embracing being off to the side, right, like, Okay, well, you know, if you're not going to accept me, then I'm going to kind of rebel and do these certain behaviors. So yeah, so I think, you know, the mental health piece can be there. But no, typically, cigarette smoking, worsens mental health, it doesn't improve mental health.

Brigid 09:23
And you brought up the advertisement role and like what draws people would you say like social media and like classic media in terms of like, television and movies like the way that portrays like smoking, but do you think people see that and then that makes them want to start smoking?

Dr. Sarah Dermody 09:40
Well, there are a lot of rules that prohibit tobacco companies from directly marketing to us, but I do still see that the movies in music videos, you know, TV series, smoking is still portrayed and is still I made to look like a sexy thing, you know, the inclusion of the cigarette in that context can make those connections for youth when they're watching that video,

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Brigid 10:07
What like risks and perspectives, you really have to look at to kind of like, stop that. Oh, it's cool.

Dr. Sarah Dermody 10:13
I think the challenge is that like a lot of the factors that I've been talking to you about so far psychological and social factors. So those are like the ones that get drug use to try it in the first place. And I think that those are ones that we have to find ways to intervene with. Because unfortunately, like nicotine in cigarettes is very highly addictive. And you're not going to get addicted, like the first couple of times that you smoke. But it's what happens is with the regularity that can develop, like as if someone belongs to a friend group, where there's one or two smokers who are often like offering to their friends to smoke, and, you know, in a friendly way, not necessarily even pressuring them overtly just saying, Hey, we're gonna smoke and the person's like, Sure, why not? You know, it's easier to say yes and no. But then, with the repeated exposure, there are like the biological changes that occurred that create the physiological addiction. So I think youth don't intend to become addicted when they start. And they don't expect that, you know, smoking occasionally with their friends with leads to addiction. So I think that, you know, yeah, the fear of lung cancer is one thing, right? It's almost as if there needs to be some support or education more about like the risk of developing addiction, because that's a more kind of short term risk than lung cancer, you think about that being like four year 50 years away, it's like, Oh, I'll never smoke that long.

Brigid 11:59
You think like in this newer age of smoking, where it's not just like, Oh, I'm, I'm doing it with my friends that like, people post for those, like aesthetic pictures and post them on social media? Do you think there is kind of a divide between people who are like, smoking and and addicted to it, and like people who are smoking to get like, those aesthetic pictures, and for people to walk by them be like, Oh, my God, they're so cool.

Dr. Sarah Dermody 12:25
So we know that not everybody becomes a daily smoker. So we have people who smoke every day. And then there are also like non daily smokers, also called chippers. But they still smoke long term, just not at the daily level. And there's still at risk for negative health effects,

Brigid 12:45
Even though the smoking rate has gone down. Do you think there's a higher pressure on youth in 2020 to smoke than there was on like the youth in like 10, 20 years ago?

Dr. Sarah Dermody 12:54
Yeah, the smoking rates gone down. I know, for Toronto, we're still looking at about 15% of adults smoking regularly, whether that be non daily smoking or daily smoking. So that's like almost one in five people. That's still a lot of individuals smoking cigarettes. But yeah, probably it's concentrated more in the older older populations. And younger populations. The one thing I guess, kind of talking about the social media influence, I guess, even if there's like a small number of people smoking, if their image is very prominent, whether it being social media, or in TV, or any sort of widely consumed media, and that could lead an Individual to think smoking is a lot more common than it is. So they're being exposed to it

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at a level that makes them believe that it's more socially acceptable and more common. So I could see with like, from 2010, to, you know, today, that 10 year period, if there's been more like consumption of these types of media that portrays smoking that very, that very well could lead to a stronger effect in youth today, or like a stronger pressure.

Vale 14:08
Now that we know what an expert thinks about being a big thing. We wanted to know what some people our own age thought. So we walked around the Toronto metropolitan University campus,

Brigid 14:20
Say that 10 times fast, baby

Vale 14:22
it's a mouthful, and asked what they thought about smoking and if they would ever do it for just the aesthetic.

Streeter #1 Sherwin 14:28
I think like most trends they come and go and I really think that this is gonna be another one that's not going to last forever. And I think everybody need to pick that you know, conscious decision of like, do I want to be trendy or do I want to live till at least age 50 You know, so I think no shade but like you carry on made a conscious decision. I personally don't care for the aesthetic because like, oh hot guy posing by a walls, smoking a cigarette. It's like, but can you imagine like making out with that person? I don't want to be making out with an ashtray personally. So yeah, I think it's kind of like a cringe aesthetic. In all honesty,

Streeter #2 Parker 15:08
I think smoking for the aesthetic is really stupid. Just because I mean, if you you shouldn't be smoking, it's bad for you it causes cancer, I'm going to quit at some point in my life. I don't feel I need it anymore. Smoking for the aesthetic is really stupid. And it's definitely going to cause a lot of people to develop addictions that they don't necessarily need or should have in their body.

Vale 15:24
5678

Brigid 15:36
Okay, so, we've heard from experts, we've heard from our peers. Vale. I think it's time to do our favorite thing.

Vale 15:48
Oh, yeah. And what's that?

Brigid 15:50
Talk about ourselves. baby

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Vale 15:53
I love that.

Brigid 15:54
Okay. Are we big facts when it comes to smoking?

Vale 15:59
I mean, I am I feel like I'm the least. Like I'm a big fake, but I'm the least of the big fakes when it comes to smoking.

Brigid 16:09
You're gonna have to explain that for me.

Vale 16:10
I know. Okay. It's like when Kendall Jenner is just like, I don't think you want to experience things because if you want to experience things, you'd be experiencing things because you say you want to experience it. You know, it's kind of like that, but I know I'm smoking when I used to just because it matched my outfit at the time just because Lily Rose Depp was doing it and just because I wanted to be like that mysterious girl, you know, but at least I admit it you know, like at least I know that I'm a big fake so I guess that two big fakes make a big real you know, like a be real. So I feel like they cancel out but like at the same time, like I am a big fake because I'm not doing it because I like it like with like smoking like realistically

Brigid 16:11
No, honestly, like, no one likes the taste of smoking

Vale 16:18
Who does?

Brigid 16:19
It's actually disgusting.

Vale 16:57
It's gross

Brigid 16:58
Walking by someone smoking now, even the smell makes me nauseated. So why the heck did I do it? Like I'm not gonna lie to you. There is a photographic proof that

Vale 17:12
That we we did it.

Brigid 17:14
Insert photo here. You know the photo.

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Vale 17:17
I know exactly what photo we did. And it was so funny.

Brigid 17:20
I know. It's iconic. It is my screensaver.

Vale 17:23
It's a great photo.

Brigid 17:24
It is for those of you who are listening instead of watching the video it is a photo of Vale and I dressed up as nuns circa 2021

Vale 17:35
2021.

Brigid 17:36
Halloween, the cigarettes are in our mouths, the nails are popping. They're not there, lit they are half smoke lit cigarettes,

Vale 17:46
and they're the lighters just in the middle and we took at least like 10 minutes to take that shot. First of all, like one of our Streeters, a Sherwin he said, Does he want to do you want to make out with an ashtray? Like realistically? No, you don't. I feel like that's why vapes are so popular because like you're getting like the head rush. But with fruity flavors?

Brigid 18:06
But I think it's funny that you bring up vapes, because we've had this conversation before it is not as aesthetically pleasing to be walking on the street with your vape if you don't look as cool however, you have that cigarette in your head. You look like you could punch someone in the face and no one would say a word to you could continue on. You could be Cillian Murphy and Peaky Blinders.

Vale 18:29
No, I kid you not when I went to Italy this past summer. I just want to throw that in there

Brigid 18:34
Subtle brag

Vale 18:35
Subtle brag, I was when I went to Italy this past summer, I literally bought one pack of cigarettes between me and my best friend Veronica. If you don't know Veronica, what are you doing? But we bought one pack of cigarettes. And it was like, I hadn't smoked in months. Like it wasn't months. But

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then I'm like, when when in Rome do as so I'd be like on the patio, I'd be out the window of our air b&b. And it was just so like, smoking in Europe. It's just like, whoa,

Brigid 19:05
Even just like the image of you just out a window smoking.

Vale 19:09
Smoking out a window in Rome ith an espresso in my hand like

Brigid 19:14
Wow,

Vale 19:15
Like I'm telling you,

Brigid 19:16
You're like in a movie that

Vale 19:17
I'm in the movie. And I feel like that's what a lot of people want to be like, you know, like aesthetics is basically romanticizing, like I said your day to day life trying to like escape from reality almost.

Brigid 19:26
Yeah. Okay. And like if you're my mom, turn off the this next part so you don't hear this.

Vale 19:32
Mommy, stop.

Brigid 19:33
Linda, please turn it off. I have a half smoked pack of cigarettes shoved into my closet somewhere. Because like we're not gonna lie to our listeners, our fans.

Vale 19:47
Fans that just love to listen

Brigid 19:49
We did smoke a lot. Last year. We were on campus once a week

Vale 19:55
Chain smoking like crazy.

Brigid 19:56
Yeah. And why?

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Vale 19:57
Because everyone was doing it.

Brigid 19:59
Everyone was doing

Vale 20:00
We're all just wearing leather and it just looks cool like I kid you not

Brigid 20:03
We really thought guys journalism kids are

Vale 20:07
Expressive I feel

Brigid 20:08
Expressive

Vale 20:09
Because you know, a lot

Brigid 20:10
They're artsy. It looks like

Vale 20:13
You look like a creative art student, you know what I mean? And I feel like I have like my friends. Like, they're like, oh, like you guys. Like you guys are so expressive. And I'm just like, like, What do you mean by that? What do you mean by that?

Brigid 20:25
What do you mean by that?

Vale 20:26
What do you mean by that? And they're just like, because you guys like just express it like we're so like, we look like creative people. And I'm like, okay, and with creative people comes a chain smoking,

Brigid 20:38
Chain smoking. I don't like to say given to peer pressure, but come on. We all do if you're standing in a group with a bunch of people are sitting on the steps of the SLC

Vale 20:48
I kid you not.

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Brigid 20:49
It is the first time you're meeting these people after being online pretty much for two years,

Vale 20:54
For two whole years. Yeah.

Brigid 20:55
And they're saying you want a cigarette? Like, come on, guys. You watch an old movie, and they're pulling out

Vale 21:01
A tin can,

Brigid 21:02
A tin or like one of those kind of like card folders that folds up. They have, like, Come on, do you remember, people had the cigarette holders?

Vale 21:13
Oh my god, I remember. They was like, bedazzled. And it was like a ring

Brigid 21:17
And it was a ring like that was truly like,

Vale 21:19
That was great.

Brigid 21:19
I want to say Breakfast at Tiffany's when they had the very last cigarette holders. That's what it reminded me of

Vale 21:25
It was just so I feel like now that I look at smoking. I kind of like I don't feel like I need to do it anymore. Because I'm just like, real now. I feel like I was the I was a real faker. But now I'm a real realer like, you know what I mean?

Brigid 21:40
I think I agree.

Vale 21:42
Yeah,

Brigid 21:42
I was a huge big fake when it came to smoking last year, and I think the big reason is that I wanted people to think I was cool.

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Vale 21:52
No, I kind you not

Brigid 21:53
I wanted people to like me, they'd never met me before and everyone was smoking so might as well. Yeah, and the photo was hella cute.

Vale 22:00
I mean, the photo was great. And if were going to put that on TikTok, I don't care.

Brigid 22:04
Also like I have some like cute little videos from me like

Vale 22:08
Puff puffing it away like are you kidding me

Brigid 22:11
No one wants this take a photo of them smoking a vape

Vale 22:14
No,

Brigid 22:15
Cause you're not even smoking at that point. You're vaping. I also think another reason I big faked it with cigarettes is the fact that I've been doing it for the longest time. Hello, hello to Popeye's candy six.

Vale 22:27
I kid you not Popeye's, Oh my god and especially when

Brigid 22:31
It was white. It was pure white. Just sugar. I was pretending to smoke those things.

Vale 22:36
I kid you not like I used to gather the powder. And I like like, I just like to puff it out. Or especially when it's like really cold and the smoke is coming out of your mouth. That was me the other day. I was like, seems like I'm like smoking. So cool. I remember I used to love that when I was like younger. And I feel like it was so normalized in the early 2000s like smoking was hot.

Brigid 22:57
Smoking was hot

Vale 22:58
Smoking was hot.

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Brigid 22:59
And I hate to say it because like I don't you know what if you want to smoke that's your thing. Like I'm not gonna tell you not to. I don't want to make it with someone who just been smoking unless you're like about to down some mouthwash,

Vale 23:14
Pop a mint

Brigid 23:15
Pop a mint

Vale 23:15
A tic tac,

Brigid 23:16
But like, no, the imagery of someone smoking is kind of very, very hot

Vale 23:24
I kid you not, if Alex Turner from the Arctic Monkeys just said like what's happening? And he's like holding a cigarette in his hand and then oh my god, no, that's my ADHD kid. But there's a clip that I saw on Tik Tok of a movie with Jean Kelly. This was like 19 like 50s and stuff. And he literally like, just to give the people who are listening like I'm like a visual image. So he's like this really like hunky dude, you know, like very manly, masculine man, like, you know, and he's like, wearing this like suit and everything. And there's this girl, and she's just like holding a cigarette. She's like, I'm so cute, like so chic. He like, somersaults the cigarette into his mouth and then

Brigid 24:08
I've seen this clip.

Vale 24:09
I've posted it everywhere. I posted everywhere

Brigid 24:13
We will post the clip on our TikTok plugging our TikTok but

Vale 24:17
At Big fade podcast. I don't know how to, I can't speak English today.

Brigid 24:22
Big Fake podcast. But yeah, I've seen that clip. Super hot, but also like so impractical. So, guys, that's all we have for you too day. But please, ask yourselves, do some self reflecting and let us know. Are you big fakes when it comes to smoking? Are you doing it for the aesthetic?

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Vale 24:40
Do you want to fit within the aesthetic? Do you want to be Lana Del Rey slay, like, what do you want to do?

Brigid 24:49
Let us know comment beneath this podcast or on our YouTube or let us know on our TikToks

Vale 24:56
Literally we will answer you within the millisecond

Brigid 25:00
And guys, keep your eyes peeled on our socials, especially our TikToks and our YouTube, because this is not our last podcast it is only our first

Vale 25:11
Only our first Yeah,

Brigid 25:13
We can't give too much information about the next one but I'll leave you with this casual versus curated

Vale 25:21
Yay or Nay. But you can always find us like we said on our YouTube, at big fake exclamation mark or on TikTok at Big fake podcast.

Brigid 25:30
We'd love to hear from you guys.

Brigid & Vale 25:31
See you soon, soon. Love you. Bye

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